



A Newsletter for Recycling Coordinators

Pledging to recycle could win you \$1,000

How well is recycling working? So well that America Recycles Day has gone from a day to a year long celebration. America Recycles Day – which will continue to be celebrated annually on November 15 as it has been since 1997 – is now America Recycles 2004.

"The name change reflects that we recycle every day and gives us the opportunity to promote the campaign year round as most of us are already doing," said Holly Storey of the S.C. Department of Health and Environmental Control's (DHEC) Office of Solid Waste Reduction and Recycling (Office) and national America Recycles board member.

In addition to the new name, the campaign features a new logo and theme, "It All Comes Back to You." The slogan was designed to present multiple messages. One message is that a recycled material can return to consumers as another product. A second is that recycling comes back to consumers as an improved environment, preservation of resources and economic well being of the country. And a third message is that it's up to everyone to recycle.

Workshops offered to discuss plastic bottle recycling

A series of workshops centered on plastic bottle recycling are set for October in both North Carolina and South Carolina. These workshops will provide an overview of plastic bottle recycling in both states, supply and demand issues, market issues, ways to improve collection and so on. Recycling coordinators, plastic reclaiming companies, state governments and other players can provide input in round table and panel discussions.

Workshop dates are: October 7, Charlotte; October 12, Myrtle Beach; October 18, Raleigh; and October 26, Asheville. Workshops will run from 9 a.m. to 2:30 p.m. Workshop sponsors include the Carolina Recycling Association (CRA), DHEC's Office of Solid Waste Reduction and Recycling and the N.C. Department of Environment and Natural Resources Division of Pollution Prevention and Environmental Assistance.

Registration is \$20 for CRA members and \$30 for non-CRA members. Please visit www.cra-recycle.org or call 1-800-768-7348 for more information.

Last year, more than 30,000 South Carolinians pledged to recycle more or buy products made from recycled materials, placing the state first in the nation for the number of cards collected.



AMERICA
RECYCLES
2004

It All Comes Back To You.

South Carolina wants to continue its effort to reach out to as many people across the state about the benefits of recycling. America Recycles 2004 provides an easy and affordable way to educate residents. The Office serves as the hub of the statewide steering committee and as the contact for materials and contest information. This year, it will be promoting the state contests as well as the national contest. Recycling coordinators are encouraged to request cards, posters, bookmarks (some of which will be in Spanish) and recycled content pencils to assist in their effort to reach out to their local community.

In addition to the statewide challenge card drawing for \$1,000 sponsored by the S.C. Soft Drink Association, there will be statewide essay contests for Recycling Teacher of the Year, Recycling School of the Year and Recycling Student of the Year. South Carolina residents are encouraged to nominate themselves by writing an essay describing why they should be selected as Recycling Teacher, School or Student of the Year.

The Recycling Teacher of the Year winner will receive a Palm Pilot, donated by the U.S. Postal Service, Greater S.C. Cluster. Also, the Recycling School of the Year will receive 20 boxes of recycled content office paper sponsored by Staples. Finally, the Recycling Student of the Year winner will receive a \$100 savings bond, sponsored by the S.C. Soft Drink Association as well as a recycled content backpack filled with recycled content school supplies.

The national grand prize is the Ford Motor Company's Escape Hybrid, the industry's first no-compromise Sport Utility Vehicle (SUV) with a full gasoline-electric hybrid power train. The winner must be at least 18 years old to win. Also, five Youth Grand Prize winners (under the age of 18) will each receive a 24-speed, recycled content aluminum TREK bicycle.

For more information about America Recycles 2004, call 1-800-768-7348 or e-mail storeyhl@dhec.sc.gov.

Office seeks award nominations

Nominations for the 10th annual Recycle Guys Awards Program are being sought.

The awards program, which honors the top recycling programs, projects and people in a variety of categories, is set for February 11, 2005 in Columbia at Seawell's near the State Fairgrounds. Any program, project or person is eligible. Individual programs, projects and people are encouraged to nominate themselves.

Nominations are to reflect activities for fiscal year 2004 (July 1, 2003 to June 30, 2004). The deadline for entries is December 3, 2004. The S.C. Department of Health and Environmental Control's Office of Solid Waste Reduction and Recycling (Office) sponsors the awards program.

There is one addition to this year's special anniversary program. The top recycling center attendant from each county will be recognized. Each county is asked to select an outstanding attendant using its own awards criteria and forward his/her name to the Office for recognition.

For more information, please call **1-800-768-7348** or visit www.scdhec.gov/recycle.

RMDAC offers grants for fluorescent lamp recycling

The S.C. Department of Commerce's Recycling Market Development Advisory Council (RMDAC), in conjunction with the Business Recycling Assistance Program, is accepting proposals from local governments for starting fluorescent tube recycling projects.

RMDAC has a budget of \$4,000 for goods and services to encourage proper management of fluorescent bulbs. Individual grants will not exceed \$600 and will be awarded on a competitive basis. Grantees will be given pre-paid shipping boxes to store and ship tubes. The grant funding will cover the cost of the boxes, shipping and the processing costs. The deadline for proposals is November 3, 2004. Grants will awarded in January 2005.

Any county or local government located in South Carolina that provides solid waste services is eligible to submit a proposal. For more information, including a copy of the Request for Proposal, contact Karen Owens at (803) 737-0239 or kowens@scommerce.com.

Cox and Dinkins LEEDing the way in green building

Like other civil engineering and land-surveying companies, Cox and Dinkins knows the importance of designing sound, functional structures. But one thing that separates them from other such companies is its commitment to green building and sustainable design. Its new facility in Columbia – completed in 2003 – is the first commercial Leadership in Energy and Environmental Design (LEED) certified building in South Carolina. Green buildings are resource-efficient buildings that conserve energy and use construction wisely. They are designed and constructed to ensure that they are healthy for their occupants; are typically more economical due to lower operating costs; and are good for the environment.

The new 11,000-square-foot facility initially cost 3-5 percent more than traditional construction — a small price to pay for substantial savings over the life of the building. The new building is almost twice the size of Cox and Dinkins' old facility, yet utility costs have only increased 25 percent.

A number of building decisions were made to improve air quality in the new facility. Paints containing no volatile organic compounds (VOCs) were used, water-based sealants were used on the hardwood floors and the linoleum used on floors and countertops contains no VOCs. In addition, 90 percent of the buildings occupants have direct access to natural light in their work areas. The use of recycled content materials and the decision to incorporate salvaged materials are evident. The building's carpet contains recycled content and can be recycled at end-of-life. One impressive feature of the building is the foyer that showcases reclaimed wood from a plantation in Blenheim, S.C.

The recycling of construction debris also was a priority. More than 75 percent of the construction debris was diverted from landfills. Scrap wood was ground into mulch, gypsum wallboard was used for lime and concrete block was used as backfill. In addition, cardboard, plastic, paper and glass were recycled. Employees continue to recycle white paper, aluminum cans, plastic bottles and cardboard each day.

Other green features of the building include: a computer-controlled irrigation system; high-efficiency, residential-type HVAC units; and motion-activated lights in each office. The building is located near a bus line so that employees can use public transportation.

Bicycle racks, a shower and individual lockers are available for employees choosing to ride their bikes to work.

"It was very important for me to build a facility that was environmentally responsible, comfortable for my employees and productive for my business. I wanted to do all of these things without having to move out of the downtown area where we have been located for over 40 years. I think we have achieved all of these goals and provided an excellent environment in which to work," said Gene Dinkins, president of Cox and Dinkins.

For its efforts, Cox and Dinkins was awarded Leadership in Energy and Environmental Design (LEED) certification on July 15, 2004.

The LEED rating system is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. It is developed and administered by the U.S. Green Building Council. For more information about LEED, visit www.usgbc.org/LEED/LEED_main.asp.

Commodity Update: Paper

According to "Resource Recycling" (August 2004), high-grade paper continues to lead the way in recovered paper markets with buyers paying \$135 per ton, reaching a four-year high, while other paper grades have remained flat during the summer months.

Old corrugated cardboard (OCC) and newspaper both have experienced price increases since the first of the year. OCC has jumped from \$65 per ton to \$90 per ton and newsprint has increased by \$15 to \$80 per ton.

Ronnie Grant, head of account development at Sonoco Products, says domestic mills are running strong and orders are increasing as inventories at some deinked pulp mills have declined in recent months. "We're hopeful that this trend will continue," Grant added.

On the foreign front, fiber exports have slowed some although many expect orders to pick up by the fall. "If exports kick back in, we could see more price increases by early fall as Chinese inventories are starting to drop," Grant said.

As cited in "Resource Recycling," a recent study of curbside collection programs conducted by DSM Environmental Services, Inc. suggests that paper continues to enjoy high recovery rates compared to other materials. Much of this was attributed to high newspaper recovery rates, but OCC and magazines also extend paper's lead over glass, plastic and metal containers in the curbside programs monitored as part of the study.

The study also demonstrated a correlation between income levels and participation rates. High-income, single family homes recycled at a higher rate (43 percent) than multi-tenant apartments (36 percent), middle-income, owner/tenant households (24 percent) and low-income, tenant occupied housing (15 percent), but an interesting sidebar from the analysis is that high-income households also threw away a large amount of potentially recyclable materials despite having a higher recycling rate. The survey suggests that these households are generating nearly 3.5 times as much waste and recyclables as the multi-tenant dwellers and 1.7 times as much as middle-income households of a similar size.

In fiscal year 2003, paper recycling accounted for 28 percent of the total recyclables collected in South Carolina by weight, second only to metal recycling at 39 percent. Of the paper recycled, cardboard comprised the largest share at 66 percent with newspaper second at 15 percent, mixed paper contributing 7 percent. Telephone books, office paper, magazines and paperboard comprised 13 percent.



Several South Carolina delegates attended the National Recycling Coalition's Annual Conference in San Francisco in August. Pictured above, from the left, are: Jasper Adams, Fairfield County; Leslie Hatchell, York County; Barbara Mickens, Fairfield County; and Holly Storey, DHEC's Office of Solid Waste Reduction and Recycling.

RC Calendar

OCTOBER 2004

- October 1 – SOLID WASTE PROGRESS REPORTS DUE**
- October 1 – Green Driver Presentation,** Allendale-Fairfax High School
- October 4 – Green Driver Presentation,** Branchville High School
- October 6 – "Action for a cleaner tomorrow" (Action) Training Workshop,** College of Charleston
- October 7 – Plastic Bottle Recycling Workshop,** Charlotte, NC; for more information, visit www.cra-recycle.org.
- October 7 – S.C. Recycling Business Forum,** BMW Zentrum
- October 7 – Green Driver Presentation,** Strom Thurmond High School
- October 11 – Green Driver Presentation,** Gaffney High School
- October 12 – Plastic Bottle Recycling Workshop,** Myrtle Beach; for more information, visit www.cra-recycle.org.
- October 15 – FULL COST DISCLOSURE AND QUARTERLY GRANT REPORTS DUE**
- October 18 – Plastic Bottle Recycling Workshop,** Raleigh, NC; for more information, visit www.cra-recycle.org.
- October 18 – Green Driver Presentation,** Lee Central
- October 20 – Energy 2 Learn (E2L) Presentation,** Sandhills Intermediate School
- October 22 – Green Driver Presentation,** Eau Claire High School
- October 22 – Green Driver Presentation,** Bamberg-Ehrhardt
- October 25-27 – S.C. Recycling Coordinators' Workshop,** Georgetown County
- October 26 – Plastic Bottle Recycling Workshop,** Asheville, NC; for more information, visit www.cra-recycle.org.
- October 26 – Green Driver Presentation,** Newberry Academy
- October 26 – Green Driver Presentation,** McBee High School
- October 27 – Green Driver Presentation,** North Central High School
- October 27 – E2L Presentation,** North Central Middle School
- October 28 – Green Driver Presentation,** Dillon High School
- October 28 – Green Driver Presentation,** Crestwood High School
- October 29 – Green Driver Presentation,** Broome High School

NOVEMBER 2004

- November 1 – Green Driver Presentation,** Ridgeview High School
- November 1 – Green Driver Presentation,** Lakewood High School
- November 5 – Green Driver Presentation,** Ridgeview High School
- November 12 – E2L Presentation,** New Prospect Elementary School
- November 15 – AMERICA RECYCLES 2004**
- November 22 – E2L Presentation,** Inman Elementary School

Local Government, County News

THE CITY OF GREENVILLE

The City of Greenville's Department of Public Works Solid Waste Division (SWD) will be one of only two organizations to receive a Rookie Reporter award from the U.S. Environmental Protection Agency at its annual WasteWise awards program in Washington, DC. The award will be given to recognize the City of Greenville Recycling Program and its efforts in the arena of waste reduction during its first year as a WasteWise partner.

The WasteWise program promotes solid waste education and waste minimization. The City will receive this national recognition because of its innovation and commitment to excellence.

The SWD has introduced multiple recycling initiatives during the past year. It has successfully implemented a new collection system, began a materials recovery facility, initiated the first curbside business recycling program in the City and diverted seven new materials from the landfill. In addition, the SWD has developed a new recycling logo, new composting logo, multiple types of signage and literature as a part of a multi-faceted education program. In the past year alone, the SWD has reduced the amount of waste going into the landfill by 6 percent.

FLORENCE COUNTY

Florence County recently announced the opening of staffed convenience centers

that will accept waste tires, used oil filters and other recyclables.

Four staffed convenience centers (Pamplico, Airport, Lake City and Effingham) now offer waste tire recycling. The county also has placed 20-cubic-yard boxes at these sites for collecting used tires. Florence County hopes to boost recycling, prevent litter and aid in the fight against mosquitoes by eliminating old tires as breeding grounds.

A grant from DHEC's Office of Solid Waste Reduction and Recycling has helped Florence County expand its used oil filter collection program to include the three staffed convenience centers in Olanta, Pamplico and Johnsonville.

Florence County has begun an educational campaign through a grant from PalmettoPride. The focus will be elementary-aged school children, targeting the third grade. The campaign's goal is to teach children about litter control and recycling. Various programs will be held throughout the five school districts in the county.

The Florence County Library System will host reading programs throughout the year on litter control and recycling. Also in cooperation with PalmettoPride, the Columbia Marionette Theatre will present a puppet show – "Litter Trashes Everyone" – at the new Drs. Bruce & Lee Foundation and Lake City Libraries in March 2005.

Please visit Florence County's Web site at www.florenceco.org and click on **RECYCLES!** for more information about its recycling programs.

HORRY COUNTY

The Horry County Solid Waste Authority (SWA) recently announced the hiring of Jennifer Sellers as the Coordinator of Recycling Programs. Sellers, a Coastal Carolina University graduate, is filling the vacancy left when Katharine Smith departed to begin work at the University of North Carolina – Charlotte. Elly Manley also serves as the SWA's other Coordinator of Recycling Services.

NEWBERRY COUNTY

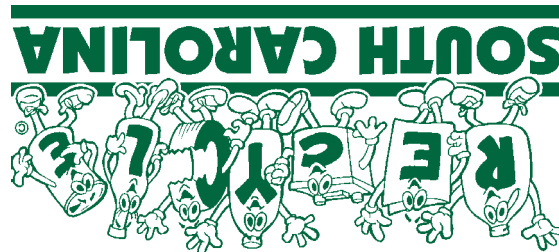
Newberry County is seeking applications for the position of county recycling coordinator.

Responsibilities for this position will include supervising/overseeing the collection of household garbage and recyclables as well as coordinating with vendors contracted by the county for the purpose of collecting garbage and recyclables.

In addition, this person will be responsible for creating and presenting educational programs, developing markets, organizing recycling events and coordinating with state and local agencies. The recycling coordinator will report to the Newberry County public works director.

For an application and related materials, call Tommy Shields at (803) 321-2100.

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